

# Press Release



IMMEDIATE

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## mymobilephone to do premium sms

### what is premium sms?

Premium sms is a new facility now available in Australia which allows consumers to be charged more than 25c to send an sms TXT message to a particular number. These numbers, known as **premium sms numbers**, are similar to the current premium voice number services (1900 number) which have traditionally been used to purchase content for mobile phones. Premium sms allows purchases to be made directly from a mobile phone via sms TXT message. Charges for the product or service are applied directly to the senders mobile phone account.

Australian premium sms numbers begin with the prefix 188 and are available on both pre and post paid mobile plans across all Australian GSM networks.

### why use premium sms?

For consumers, premium sms offer a more convenient way of ordering products or services. For a service operator, premium sms offers a method for generating revenue directly from consumers. Some applications of premium sms include:

- Marketing campaigns with no reply message (MT) cost
- Subscription and on-demand content services e.g. snow alerts, stock alerts, news etc.
- Mobile applications such as TXT chat, ringtones and games.
- Donations
- Mobile TXT Vouchers
- Polling and Interactive TV services

To discuss these and other premium sms services, contact [info@mymobilephone.com.au](mailto:info@mymobilephone.com.au).

### 1<sup>st</sup> premium sms service

[mymobilephone.com.au](http://mymobilephone.com.au) will shortly be making polyphonic ringtones available via premium sms. The facility should be available in September 2003. Users will send an sms TXT message to a dedicated premium sms number and receive a reply sms which will contain a WAP URL. The user will then be prompted to download the polyphonic ringtone to their handset. Handsets must be compatible with the service and be WAP/GPRS enabled. Compatible handsets must also be configured for WAP/GPRS.

### about polyphonic ringtones

Polyphonic ringtones are the latest type of ringtone tunes available for mobile phones. The term polyphonic means to play more than one note at a time. Traditionally mobile phones have only been able to produce monophonic ringtones - that is they can play only one note at a time.

Polyphonic ringtones give a much richer sound quality including multiple sounds, percussion, strings, instrumentals and a range of electronic synthesiser tones. Polyphonic ringtones are played using the speaker of a mobile phone. Sound quality varies from handset to handset.

### about mymobilephone.com.au

[mymobilephone.com.au](http://mymobilephone.com.au) is a leading Australian provider of mobile entertainment and business services and operates the [www.mymobilephone.com.au](http://www.mymobilephone.com.au) web portal. [mymobilephone.com.au](http://mymobilephone.com.au) believe in keeping things simple and above all, fun and easy to use. Visit [www.mymobilephone.com.au](http://www.mymobilephone.com.au) for more details or contact Harold Dimpel on +61 410 622 272.

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